Operational Guidelines for Social Media

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Social Media Roles

2.1 Roles

The following roles are directly responsible for social media functions at the ABC:

Channel owner

This is the user who is responsible for the official social media account. This varies depending on division and maybe a dedicated social media producer, or a part of another role such as station director or executive producer amongst others. This person is accountable for that particular social media account.

Social Media Lead

The Social Media Lead in each content team is the nominated representative on all issues related to the social media activities of that team; and participates in the panABC Social Leadership Team.

Head of Social Media / Social Media Strategy Team (Audiences)

Responsible for the development and implementation of the panABC Social Media Strategy and managing relationships with key social platforms and vendors.

Social Media Platform Manager (P&C Technology)

This position is responsible for integrations between ABC systems and third-party platforms; including Khoros and Google Analytics.

Facebook comment restriction framework

HEAD OF SOCIAL MEDIA

Facebook recently introduced the ability for publishers to restrict comments on posts. We've worked with ABC Legal, Ed Pols and your Social Media Leads to develop a framework outlining when and how this feature should be used. Below you will find the framework, audience comms lines and FAQs for teams.

Moderators should use this framework to determine the risk level of a post. If in doubt, seek advice from your editorial manager or Social Media Lead:
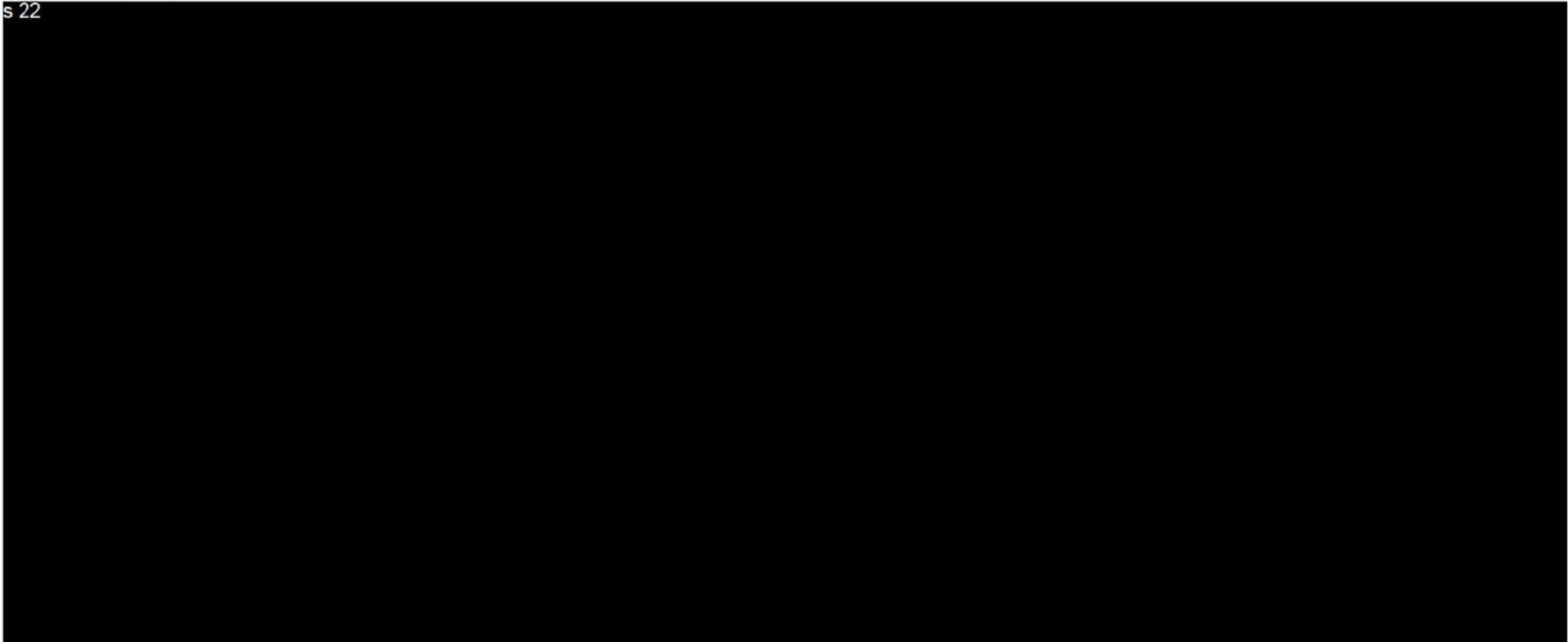
ABC - Facebook comment restriction framework

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Jump to:

- **FAQs for our audience**

- **FAQs for ABC teams**
- **How to restrict comments on a post**

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For High-Risk stories, investigations or court proceedings:

We value the thoughtful contributions you make to our page but we've closed comments on this post to prevent harmful, defamatory or otherwise unlawful comments. You can read more in our Terms of Use: https://ab.co/3ackIaM

We've closed comments on this post to prevent harmful, defamatory or otherwise unlawful user contributions. More info: https://ab.co/3ackIaM

We've closed comments on this post to prevent commentary that might interfere with pending court proceedings. More info: https://ab.co/3ackIaM

We've closed comments on this post as the matter is currently before the courts. More info: https://ab.co/3ackIaM

We've closed comments on this post. For more info visit: *https://ab.co/3ackIaM*

To use when a post has become unmanageable, or when moderation resource is no longer available:

We've had to remove a large number of comments that breach our Terms of Use https://ab.co/3ackIaM and we've closed comments on this post for the time being. We may re enable comments later when moderation support is available.

This post has received a large number of comments and we've closed comments while our moderators catch up. Thanks for your patience.

We've closed comments overnight to prevent harmful, defamatory or otherwise unlawful user contributions. We'll be turning comments back on tomorrow.

We've closed comments on this post until moderation support is available. More info: https://ab.co/3ackIaM

We've closed comments on this post as moderator resource is no longer available. *More info: https://ab.co/3ackIaM*

Longer response for audience push back:

Thanks for your feedback. Facebook recently introduced a feature that lets publishers limit who can comment on posts. We value audience contributions and would rather not use this feature; but we could be sued for comments on our social media channels and we don't have the people to moderate comments indefinitely on all posts. You can read more in our Terms of Use: https://ab.co/3ackIaM

For audience members who think they've been blocked:

Don't worry, we haven't blocked you from our page. Facebook has introduced a feature that lets pages limit who can comment on posts. We may use this feature from time to time to prevent harmful, defamatory or otherwise unlawful comments on our posts. More info here: https://www.facebook.com/help/369765040737128

FAQs for ABC teams

Who decides whether to restrict comments on a post?
Moderators should use the framework above to determine the risk level of a post. If in doubt, you should first seek advice from your editorial manager or Social Media Lead. ABC Legal can also advise on these matters if needed.

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Should I restrict comments immediately if I think a post may attract harmful or offensive comments?
No, comments should be enabled during rostered hours and resource allocated to moderate the discussion. Review Ed Pols Standards 7.5, 7.6 and 7.7 and upwardly refer to your editorial manager or Social Media Lead before restricting comments.

Should I restrict comments if a post becomes unmanageable?
If a specific post becomes unmanageable, upwardly refer to your editorial manager or Social Media Lead. Additional moderation support could be deployed, or comments may be restricted in some circumstances. These issues should be dealt with and resolved on a case-by-case basis.

Should I switch comments back on once they are under control?
Yes, if there is resource available to manage the moderation load then you should switch comments back on.

Should I switch comments back on, on posts the next day?
Posts featuring high priority content or ongoing/developing stories may have comments turned back on the following day if moderation resource is available.

Does this mean I should no longer delete or expire a post?
In many cases, restricting comments on a post will replace the need to delete or expire the post. Seek advice from your editorial manager or Social Media Lead.

How do I know if my Page is in the Low Risk/exception category?
Suitably senior editorial managers and Social Media Leads should discuss potential Low Risk pages and communicate these exceptions to their teams.

How to restrict comments on a post

The setting is applied at post level and can only be applied after the post is live.

To restrict comments on a post:
- Publish the post as normal through Khoros Marketing or Facebook Creator Studio;

- Navigate to the post on the Page, select '**...**' (in the top right corner of the post), then '**Who can comment on your post?**' (see screenshot below);
- Select '**Profiles and Pages you mention**', then '**Done**'. which will switch off comments if you haven't mentioned anyone in the post;
- Profiles or Pages who try to comment won't see the 'Comment' option. They can only 'Like' or 'Share' the post.

Other important things to know:

- **IMPORTANT NOTE: This feature is not available on Ads, boosted posts or Facebook Live Streams & Premieres.**
- The audience will see that you've limited who can comment. A message will appear on the post saying: "[Page name] limited who can comment on this post".
- Any previously published comments are still visible; previously submitted comments can be deleted whilst comments are restricted.
- You can still comment on your own post (e.g. to explain why comments are restricted, or to add a link to a follow-up article). Pages or profiles tagged in the post can also comment.
- The setting doesn't carry across to shares of the post across other Pages, Groups or profiles.
- You can restrict comments on posts that were published prior to this feature being available. Think about any historical High Risk posts where you should go back and restrict comments.

For more information visit: https://www.facebook.com/help/369765040737128
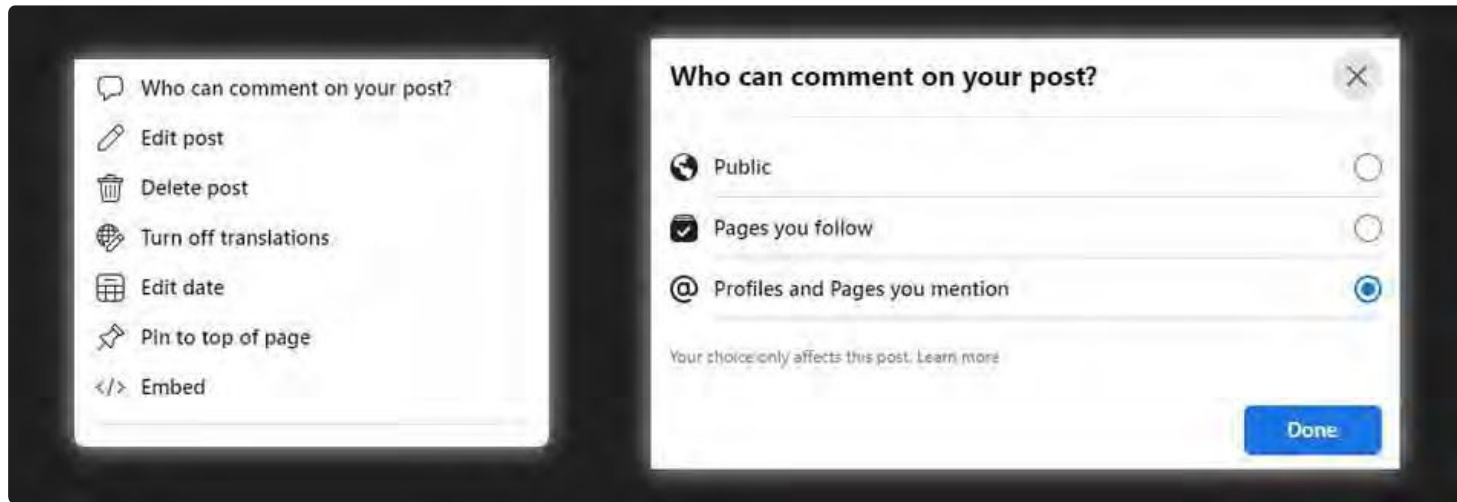
To restrict comments on a post, select 'Who can comment on your post?', then 'Profiles and Pages you mention'.